



Global Frontrunner in Digitalization

Company Introduction

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Prologue

We Digitalize Every Product and Distribute Them Through Every Channel

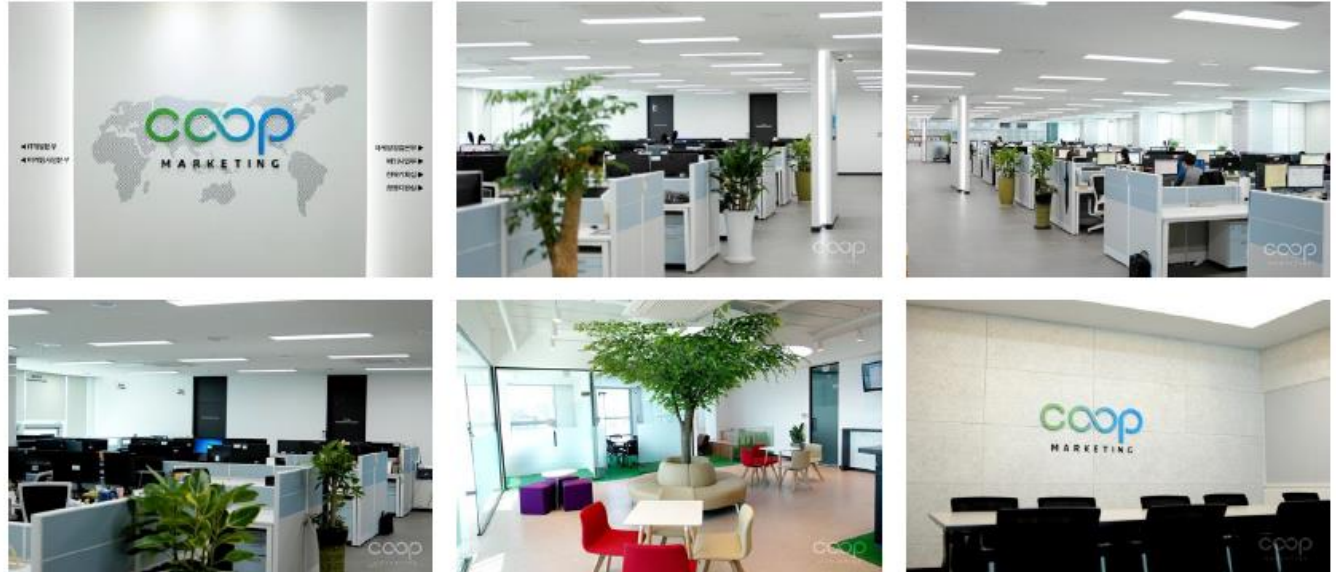


“We are a Frontrunner in Digitalization & Distribution”

A Company Specialized in Mobile Platform

COOP MARKETING

We expand our business day-by-day through issue and supply of mobile voucher via self developed platform.



Name	COOP MARKETING Co.,Ltd.	Founded	October 31st, 2005
CEO	Woo-Jung Jeon	Number of Employees	275 (as of 2023)
GMV	KRW 1.9 Trillion (as of 2023)	Credit Rating	BBB+ (as of 2023)
Main Products	Mobile gift cards and vouchers, platform development, voucher service, payment gateway system, certification gateway service, promotion/marketing agency		
Annex research institute	COOP MARKETING research center		

Conducting various business for partners

Providing tailored service

We deliver your regard where you cannot reach through our technology.



Mobile gift cards and vouchers

Provides mobile gift cards and distributes vouchers through own verification issue platform



Platform development

Issues mobile gift cards / devises and constructs verification platforms



Voucher service

Provides comprehensive voucher services for both customers and executives and staff.



Payment relay service

Provides integrated point and payment platform payment relay service

Business in Respective Fields

Synergy with Affiliate Companies

COOP MARKETING offers products and services that differentiate with other through synergy generated by the subsidiaries in various fields.



COOP MARKETING

- Issue and Supply Mobile Vouchers
- Provides Corporate Solution and Develop Platforms

SYNERGY



CNAP (Singapore)

- Singapore Branch
- Global Mobile Voucher Issuance & Distribution



CMAP (Malaysia)

- Malaysia Branch
- Global Mobile Voucher Issuance & Distribution



COOPN HONG KONG

- Hong Kong Branch
- Global Mobile Voucher Issuance & Distribution



Aldmic COOPN Digital

- Indonesia Branch
- Global Mobile Voucher Issuance & Distribution



KOREA PAY'S SERVICE

- Issue and Supply Mobile Vouchers
- Provides Corporate Solution and Develop Platforms



Pay's "Book and Life"

- Electronic prepaid Issuance and Management
- "Book and Life" cash management and settlement



COOP FIMAPS

- Insurance Voucher Issuance & Distribution
- Insurance IT Service
- Corporate and Guarantee Insurance Mediation



GRU Company

- Search Advertisement
- Display Advertisement
- Network Advertisement

Global Mobile Gift Certificate CMAP

Distributes gift vouchers (mobile & card) by actively utilizing commerce distribution channels via both global and local platforms.



Name	CMAP (Coup Marketing Asia Pacific)	Establishment	17 September 2014
GMV	MYR 32 Million (as of 2023)		
Location	Kuala Lumpur, Malaysia		
Clients			
Brands			

Global Mobile Gift Certificate

ALDMIC COOPN DIGITAL

Aldmic is COOP Marketing's newly partnered team in Indonesia in March 2021.

Highly experienced managing Loyalty Program and Merchant Aggregator since 2015.



Name Aldmic Coopn Digital Establishment 4 March 2015

GMV IDR 229 Billion (as of 2023)

Location Jakarta, Indonesia

Clients



Brands



COMPETITIVENESS

COOP MARKETING in Numbers

Platform

System

Security

Partners

Products and services

COMPETITIVENESS_

COOP MARKETING
in Numbers

No. 1 Transaction Volume in the Industry

Vast Experience and Extensive Infrastructure

COOP MARKETING has broad experience and substantial infrastructure in Mobile gift certificate business.

GMV (as of 2023)

1.9 Trillion (KRW)

No. B2B Clients (as of 2023)

3,400

No. B2C Distribution Channels (as of 2023)

350

No. Brand Partners (as of 2023)

2,200

No. of Stores (as of 2023)

210,000

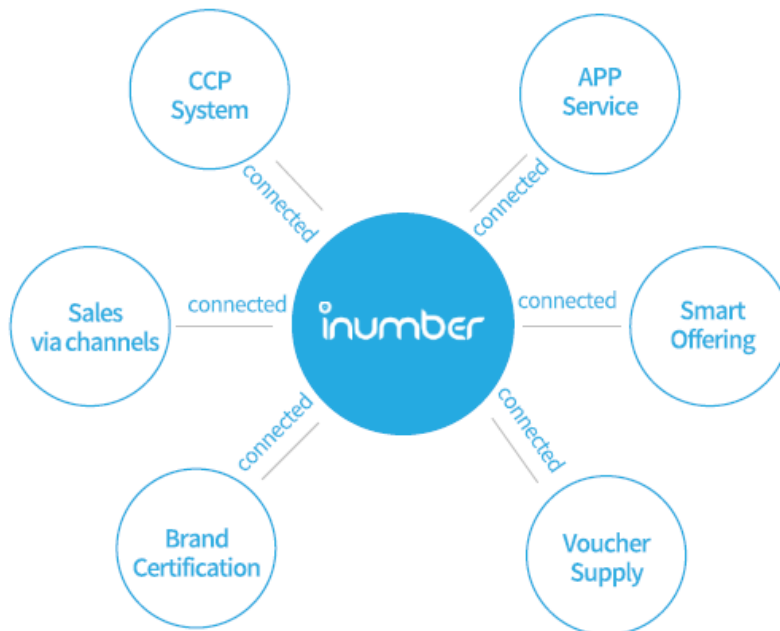
Types of Products Handled (as of 2023)

11,000

Unique Platform Service for Certificate Issue

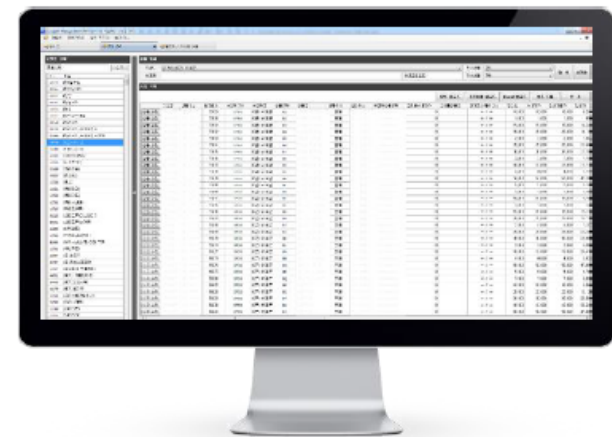
10 years of experience and know-how

With more than 70 developers dedicated to IT infrastructure, COOP MARKETING knows how to manage, develop, and operate the system through 10 years of accumulated experiences.



<Connection with other services provided by COOP MARKETING>

inumber



inumber

- COOP MARKETING's own platform for mobile gift certificate issue
- Issue, sending, management, and confirmation in real time
- Fast confirmation process with high stability

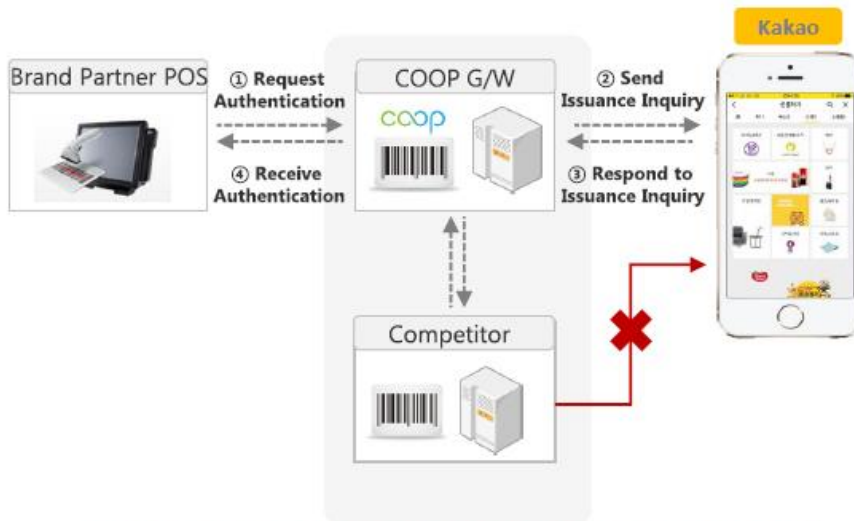
Built and operates 'KakaoTalk Gift' system

Verified high stability and fast authentication

System Integration with the Market's No.1 Service Provider .

► Integration Example

System Integration with the Market's No.1 Service Provider (ex. Kakao gifting services)



- COOP's competitors send authentication through COOP G/W for Kakao Gifting Services

► Data Processing Speed

Optimized to meet Kakao Gifting Service's Standards
Stable system response speed with COOP's platform technology



► Amount of Processed Data per Second (As of 2020)

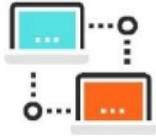
Category	Competitors	COOP
Processed data per second	~20	2,000+

"Besides our product infrastructure, our technology also explains why COOP is Kakao's one and only System Gateway Provider"

Awarded outstanding in regular security evaluation

Certified security system

Providing stable services with security systems that have been verified through periodical security checks.



Client exclusive hotline

- Provides stability with corporate client hotlines
- Receives customer information and issues/sends mobile vouchers



Optimized security solution

- Operates multiple services and security solutions for financial companies
- Optimized security solutions through multiple years



Awarded outstanding in regular security evaluation

- Annual security checks for clients(Financial Corporations)
- Owns proven system, awarded outstanding grade

Substantial Infrastructure for Business

Main Partners of COOP MARKETING

COOP MARKETING has strong partnership with major corporations in Korea such as Kakao, KB Bank, CJ Foodville, and Starbucks.

Clients
(3,750 in total)



Brands
(2,200 in total)



Top-tier Circulation with the Unique Platform

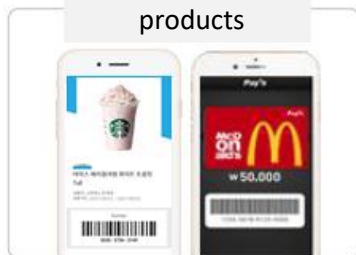
Mobile Gift Certificates & Gift Cards

COOP MARKETING's own unique design provides stable issue/sending services to clients.

Core Products & Services

Products

Coop has 11,000 products



Mobile Gift Vouchers
(Exchange Voucher, Cash Voucher)
Exchange voucher : exchange for products
Cash voucher : use like cash



Mobile Integrated Voucher
Use like cash in multiple stores with a single voucher



Book N Life/Game Voucher
Use on/offline for games/shopping/dining/books/movies, etc.
(Riot Games, Blizzard, Nexon, Kakao Games, etc.)



Integrated Dining Voucher
Cash voucher for use in family style restaurants & hotel buffets

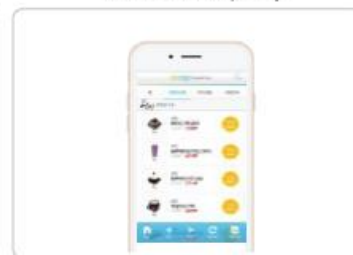
Services



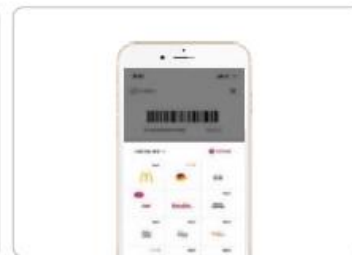
Corporate Members Services
Bulk distribution service (i-number Lite)
Corporate online welfare mall service (i-number Biz)



Pay's
Provide exclusive mobile gift voucher service for corporate members, and individual members



Mobile Gift Shop
Create mobile gift shop for corporate apps



Barcode Payment
Provide transaction barcodes for various apps



Thank you

Company Introduction

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